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**LISTING OF THE CLAIMS**

1. (Currently amended) A method for receiving data via multiple channel broadcast media, comprising:
  - receiving a request for a desired data object, said desired data object being associated with a first-level name;
  - obtaining a plurality of second-level names associated with said first-level name, each second-level names being associated with one of a plurality of low-level data objects, said low-level data objects being in order by retrieval priority, wherein said retrieval priority is set by a content provider; and
  - obtaining location information associated with said second-level names via a first broadcast channel, said location information identifying at least two of multiple broadcast channels for carrying data associated with said low-level data objects;
  - wherein said desired data object is a web page comprising at least a portion of said low-level data objects for retrieval and display in order defined by said retrieval priority.
2. (Cancelled)
3. (Previously presented) The method of claim 1, wherein data associated with respective low-level data objects is received via at least two channels of said multiple channel broadcast medium.
4. (Previously presented) The method of claim 1, wherein data associated with respective low-level data objects is broadcast according to a protocol indicated in said location information.
5. (Cancelled)
6. (Previously presented) The method of claim 1, wherein said location information indicates for each low-level data object a location parameter, a size

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parameter and a bandwidth parameter.

7. (Previously presented) The method of claim 1, wherein said broadcast media comprises at least one of a cable transmission medium, an optical transmission medium, a satellite transmission medium and a radio frequency (RF) transmission medium.
8. (Original) The method of claim 1 wherein said broadcast medium is a portion of a computer network.
9. (Original) The method of claim 1 wherein said first-level name is a uniform resource locator (URL).
10. (Original) The method of claim 1 wherein said first-level name is a web page title.
11. (Original) The method of claim 1 wherein said first-level name is a text string.
12. (Original) The method of claim 11 wherein said text string is associated with an icon.
13. (Original) The method of claim 1 wherein said second-level name takes a minimal amount of storage space.
14. (Original) The method of claim 1 wherein said second-level name is an integer.
15. (Original) The method of claim 1 wherein said second-level name is an index into a table.

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16. (Original) The method of claim 1 wherein said location information is accessed through a memory containing a data structure.
17. (Original) The method of claim 1 wherein said location information is sufficient to locate said data in a data stream.
18. (Original) The method of claim 17 wherein said location information comprises an MPEG table.
19. (Original) The method of claim 1, including the further step of combining said plurality of low-level data objects.
20. (Original) The method of claim 19 wherein the step of combining results in a portion of said desired data object.
21. (Original) The method of claim 20, including the further step of presenting said desired data object.
22. (Currently amended) A method for receiving data via multiple channel broadcast media, comprising:  
    receiving a request for a desired data object, said desired data object being associated with a first-level name;  
    obtaining a plurality of second-level names associated with said first-level name, each second-level names being associated with one of a plurality of low-level data objects, said low-level data objects being in order by retrieval priority, wherein said retrieval priority is set by a content provider; and  
    obtaining location information associated with said second-level names via a first broadcast channel, said location information identifying at least one of multiple broadcast channels for carrying data associated with said low-level data objects.

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23. (Original) The method of claim 22 wherein said desired data object is a web page.
24. (Original) The method of claim 22 wherein said broadcast medium includes a cable.
25. (Original) The method of claim 22 wherein said first-level name is a web page title.
26. (Original) The method of claim 22 wherein said location information is accessed through a memory containing a data structure.
27. (Original) The method of claim 22 wherein said location information is sufficient to locate said data in a data stream.
28. (Original) The method of claim 22, including the further step of combining said plurality of low-level data objects.
29. (Original) The method of claim 28 wherein the step of combining results in a portion of said desired data object.
30. (Original) The method of claim 22, including the further step of presenting said desired data object.
31. (Currently amended) A method for organizing data for transmission via broadcast media, comprising:  
    associating a first-level name with data;  
    organizing said data into a plurality of low-level data objects ordered by retrieval priority, wherein said retrieval priority is set by a content provider, and  
    associating each low-level data object with a second-level name;

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associating a location with said second level name, the location identifying at least two of multiple broadcast channels for carrying data associated with said low-level data objects.

32. (Previously presented) The method of claim 31, including the further step of broadcasting said each one of said plurality of data objects forming said data.

33. (Original) The method of claim 32, wherein said each one of said plurality of data objects is broadcast as an MPEG section.

34. (Original) The method of claim 32, wherein said each one of said plurality of data objects is formatted for transmission as an MPEG section.

35. (Original) The method of claim 31, wherein said data object is formatted for transmission as an UDP packet.

36-38. (Cancelled)

39. (Currently amended) An apparatus having at least one processor and at least one memory coupled to said at least one processor for receiving data over a multiple channel broadcast medium, said apparatus comprising:

a first mechanism configured to receive a request for a desired data object, said desired data objects being associated with a first-level name;

a second mechanism configured to obtain a plurality of second level names associated with said first-level name, each second-level name being associated with one of a plurality of low-level data objects, said low-level data objects being in order by retrieval priority, wherein said retrieval priority is set by a content provider; and

a third mechanism configured to obtain location information associated with said second-level names via a first broadcast channel, said location information identifying at least two of multiple broadcast channels for carrying data associated

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with low-level data objects;

wherein said desired data object is a web page comprising at least a portion of said low-level data objects for retrieval and display in order by said retrieval priority.

40. (Cancelled)

41. (Previously presented) The apparatus of claim 39, wherein data associated with respective low-level data objects is received via at least two channels of said multiple channel broadcast medium.

42. (Previously presented) The apparatus of claim 39, wherein data associated with respective low-level data objects is broadcast a number of times as indicted in said location information.

43. (Previously presented) The apparatus of claim 39, wherein data associated with respective low-level data objects is broadcast according to a protocol indicated in said location information.

44. (Original) The apparatus of claim 39 wherein said location information is sufficient to locate said data in a data stream.

45. (Original) The apparatus of claim 39, further including a combine mechanism configured to combine said plurality of low-level data objects.

46. (Original) The apparatus of claim 45 wherein said combine mechanism is configured so that the result is a portion of said desired data object.

47. (Original) The apparatus of claim 39, further including a presentation mechanism configured to present said desired data object.

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48. (Currently amended) An apparatus having at least one processor and at least one memory coupled to said at least one processor for receiving data over a multiple channel broadcast media, said apparatus comprising:

a reception mechanism configured to receive a request for a desired data object, said desired data object being associated with a first-level name;

a lookup mechanism configured to look up said first-level name;

a first obtain mechanism configured to obtain a plurality of second-level names associated with said first-level name, each second-level name being associated with one of a plurality of low-level data objects, said low-level data objects being in order by retrieval priority, wherein said retrieval priority is set by a content provider; and

a second obtain mechanism configured to obtain location information associated with said second-level names via a first broadcast channel, said location information identifying at least two of multiple broadcast channels for carrying data associated with said low-level data objects.

49. (Cancelled)

50. (Currently amended) A computer program product, comprising:

a computer usable storage medium having computer readable code embodied therein for causing a computer to receive data over a multiple channel broadcast medium,

said computer readable code configured to cause said computer to effect a reception mechanism configured to receive a request for a desired data object, said desired data object being associated with a first-level name,

said computer readable program code configured to cause said computer to effect a first obtain mechanism configured to obtain a plurality of second-level names associated with said first-level name, each second-level name being associated with one of a plurality of low-level data objects, said low-level data objects being in order

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by retrieval priority, wherein said retrieval priority is set by a content provider,  
said computer readable program code configured to cause said computer to  
effect a second obtain mechanism configured to obtain location information  
associated with said second-level names via a first broadcast channel, said location  
information identifying at least two of multiple broadcast channels for carrying data  
associated with said low-level data objects.

51-55. (Cancelled)

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